RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

June 13, 1997

RJR Account #180000
R. Rinde
ELMIRA DISTRIBUTING

SALEM TEAR TAPE PROMOTION #701147: JULY AND AUGUST 1997

Dear Rich:

SALEM .30¢ tear tape product has been ordered, as well as 10 SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; July and August. Utilize the same Customer List for each drive period. New Displays will not be shipped with the August drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

SKU CUBE:	0.4890
SKU WT (w/o Product):	1.4480 lbs
Retail Sales Offers per Sku:	40 units
Billing per Sku:	4 Full Price Cartons

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $28.00 (2 (12M) case(s) @ $14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR AUGUST DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: A. Zecca
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SALTAPE.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/ymym0000

JULY DELIVERY
SALEM TEAR TAPE
ELMIRA DISTRIBUTING

July Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

DISPLAY LOAD (4 CARTONS):

1 CARTON EACH:
- SALEM FULL FLAVOR
- SALEM LIGHT
- SALEM FULL FLAVOR 100
- SALEM LIGHT 100

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR AUGUST DRIVE PERIOD (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

PO #063097

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-12039	*Full Flavor*	1
12300-12439	*Light*	1
12300-12239	*Full Flavor 100*	1
12300-12539	*Light 100*	1

Product / Premium Arrival: June 30, 1997
Ship Date to Retail: Week of: July 14, 1997

EFT $ Amount: $1,431.29
Non-EFT $ Amount: $N/A

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

JULY DELIVERY

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Source: https://www.industrydocuments.ucsf.edu/docs/ymym0000

AUGUST DELIVERY
SALEM TEAR TAPE
ELMIRA DISTRIBUTING

August Drive Period 707 / Promotion #701147

PROMOTION DESCRIPTION: *UTILIZE THE JULY CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM $3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 40-CARTON DISPLAY WHICH WAS SHIPPED WITH JULY DRIVE PERIOD.*

PO #063097

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-12039	*Full Flavor*	1
12300-12439	*Light*	1
12300-12239	*Full Flavor 100*	1
12300-12539	*Light 100*	1

Product Arrival: **August 4, 1997**

(No Displays will be shipped)

Ship Date to Retail: **Week of: August 18, 1997**

EFT $ Amount: **$1,431.29**
Non-EFT $ Amount: **$N/A**

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

AUGUST DELIVERY

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Source: https://www.industrydocuments.ucsf.edu/docs/ymym0000

RETAIL CUSTOMER LIST

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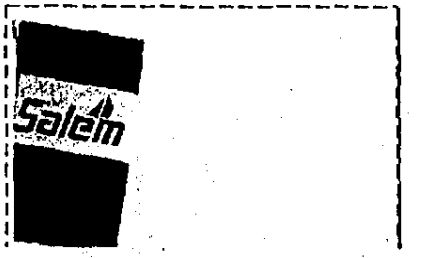
ACCT	FULL NAME	ADDRESS	CITY	ST	ZIP	VAP WHLSR	VAP WHLSR NAME	SUPP NO	Number of Cartons To be Shipped SALEM FF	LT	FF 100	LT 100	TOTAL NO. OF STORES (DISPLAYS)
022619	WATKINS NEWS	311 FRANKLIN ST.	WATKINS GLEN	NY	14891	180000	ELMIRA DISTRIBUTING	0	3	3	3	3	1
192094	C & S MOBIL MART/F	3301 CHAMBERS RD	HORSEHEADS	NY	14845	180000	ELMIRA DISTRIBUTING	0	2	2	2	2	1
239960	POST CREEK BUSY MART	ROUTE 414	BEAVER DAMS	NY	14812	180000	ELMIRA DISTRIBUTING	0	3	3	3	3	1
269425	MACKS PHARMACY	PLZA SHOPNG CTR	ITHACA	NY	14850	180000	ELMIRA DISTRIBUTING	0	5	5	5	5	1
647713	STOP 21	RT. 21 & ARMINGTON RD.	PALMYRA	NY	14522	180000	ELMIRA DISTRIBUTING	0	2	2	2	2	1
715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	180000	ELMIRA DISTRIBUTING	0	3	3	3	3	1
737481	SUE'S PINE VALLEY BU	RT 14 BOX 55	PINE VALLEY	NY	14872	180000	ELMIRA DISTRIBUTING	0	4	4	4	4	1
764282	RT #414 RED & WHITE	1596 STATE ROUTE 414	WATKINS GLEN	NY	14891	180000	ELMIRA DISTRIBUTING	0	3	3	3	3	1
752652	ODESSA COUNTRY STORE	4884 MAIN STREET	ODESSA	NY	14869	180000	ELMIRA DISTRIBUTING	0	2	2	2	2	1
518794	ARGENTINERIS GROCERY	104 LODER ST	HORNELL	NY	14843	180000	ELMIRA DISTRIBUTING	0	3	3	3	3	1
						180000 Total			30	30	30	30	10

Source: https://www.industrydocuments.ucsf.edu/docs/ymym0000

RJR TOBACCO



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH SALEM PROMOTIONS FOR JULY AND AUGUST 1997.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT ON A MONTHLY BASIS THROUGH YEAR END 1997. THIS PROMOTED PRODUCT IS TO BE PLACED INTO THE 40-PACK DISPLAY.
- *R. J. REYNOLDS'* SALES PERSONNEL WILL ISSUE .30¢ PER PACK PAYMENT FOR THIS PRODUCT AT STORE LEVEL.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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Source: https://www.industrydocuments.ucsf.edu/docs/ymym0000

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 07/14/97

ACCOUNT NUMBER: 180000
VOUCHER NUMBER: 15360625
DATE WRITTEN: 07/14/97
STATUS: PAID
AMOUNT PAID: 28.00

ELMIRA DISTRIBUTING
374 UPPER OAKWOOD AV
ELMIRA , NY 14903

SEND CHECK TO: PAYEE

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	2.00	28.00

EXPLANATION: SALEM TEAR TAPE #701147: JULY/AUGUST/A. ZECCA

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Source: https://www.industrydocuments.ucsf.edu/docs/ymym0000